AMENDMENT TO THE CLAIMS

Claims 1-22 (Canceled)

Claims 23-44 (cancel)

45.   (New) A method of targeting content, comprising:

receiving multiple data streams, each data stream comprising a content item and at least one tag;

storing a user profile having at least one profile tag;

evaluating the at least one tag to the at least one profile tag; and

selecting one of the multiple data streams based on the evaluation.

46.   (New) The method of claim 45, further comprising defining the user profile based on usage.

47.   (New) The method of claim 45, further comprising defining the user profile based on manual input.

48.   (New) The method of claim 45, wherein evaluating the at least one tag comprises scoring the at least one tag.

49.   (New) The method of claim 45, wherein evaluating the at least one tag comprises correlating the at least one tag to the at least one profile tag.

50.   (New) The method of claim 45, further comprising storing the selected one of the multiple data streams.

51.   (New) The method of claim 45, further comprising filtering out unselected data streams.

52.   (New) The method of claim 45, further comprising receiving a tag identifier associated with the at least one tag.

53.   (New) The method of claim 45, wherein receiving the multiple data streams comprises receiving a classification associated with the at least one tag.

54.   (New) The method of claim 45, further comprising detecting an insertion event.

55.   (New) The method of claim 45, further comprising causing presentation of the selected one of the multiple data streams.

56.   (New) A system for targeting content, comprising:

    means for receiving multiple data streams, each data stream comprising a content item and at least one tag;
        means for storing a user profile having at least one profile tag;
        means for evaluating the at least one tag to the at least one profile tag; and
        means for selecting one of the multiple data streams based on the evaluation.

57.   (New) The system of claim 56, further comprising means for defining the user profile based on usage.

58.   (New) The system of claim 56, further comprising means for defining the user profile based on manual input.

59.   (New) The system of claim 56, further comprising means for scoring the at least one tag.

60.   (New) The system of claim 56, further comprising means for correlating the at least one tag to the at least one profile tag.

61.   (New) The system of claim 56, further comprising means for storing the selected one of the multiple data streams.

62.   (New) The system of claim 56, further comprising means for filtering out unselected data streams.

63.   (New) The system of claim 56, further comprising means for receiving a classification associated with the at least one tag.

64.   (New) The system of claim 56, further comprising means for detecting an insertion event.

65.   (New) The system of claim 56, further comprising means for causing presentation of the selected one of the multiple data streams.

66.   (New) A computer program product storing processor executable instructions for performing a method of targeting content, the method comprising:

        receiving multiple data streams, each data stream comprising a content item and at least one tag;
        storing a user profile having at least one profile tag;
        evaluating the at least one tag to the at least one profile tag; and
        selecting one of the multiple data streams based on the evaluation.

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